

# The National Arts Festival Grahamstown

## FRINGE PRODUCTIONS INFORMATION BOOKLET



**national  
arts  
festival**

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## INTRODUCTION

There are no selection criteria for participation in the National Arts Festival Fringe – you ensure that the Registration Form and initial fees are submitted prior to our deadline and your production will be scheduled. Before registering a production, please consider CAREFULLY the commitment you are making; make sure you read through this booklet in full before putting pen to paper; and ensure you are conversant with the implications of registration. **VISUAL ARTISTS, FILM-MAKERS AND CONTEMPORARY MUSICIANS** wishing to participate in the Fringe programme should call 046 603 1163 or contact [fringe@nationalartsfestival.co.za](mailto:fringe@nationalartsfestival.co.za) to request forms and info on these disciplines.

## ADVICE & TOOLS

Visit [www.nationalartsfestival.co.za/fringe](http://www.nationalartsfestival.co.za/fringe) for up-to-date info on the Fringe Festival, access to venue drawings, photographs and tech specs, downloads of branding guidelines, festival logo, budget calculator, etc., advice from Fringe performers and Fest Office staff, blogs, discussion forums, notice-boards and heaps more.

## REGISTRATION

- **READ** this booklet – *it forms part of the contract you enter into with the Festival as a Fringe participant.*
- **FILL IN** the registration Form – complete all sections – then make a copy for your records.
- **PAY** the Registration Fees
- **FAX, EMAIL, POST or DELIVER** your form, proof of payment and any attachments to:

**Fax number:** 046 622 3082 / **Email:** [fringe@nationalartsfestival.co.za](mailto:fringe@nationalartsfestival.co.za)

**Post:** The Fringe Office, P O Box 304, Grahamstown 6140

**Physical address:** National Arts Festival, 1820 Settlers Monument, Fort Selwyn Drive, Grahamstown 6139

## PAYMENT OF THE FEES

### REGISTRATION FEE – R650 INCLUSIVE OF VAT

This covers the cost of the administration involved for your participation in the Fringe and includes:

- Performance scheduling
- Inclusion in the advance Booking Kit and Festival website
- Advertising in the Festival Programme
- Inclusion on the Computicket booking system nationwide and their Internet booking facilities
- General media publicity
- Copies of the Booking Kit and Festival Programme
- Festival Fringe Finance Services (Office responsible for receipt and payout of box office earnings)

### THE SCHEDULING DEPOSIT – R1 000 or R1 500

This deposit ensures that your production is scheduled and is an advance payment from you against venue rental charges. For the 2010 Festival there are **three scheduling options:**

### **OPTION 1 – Scheduling deposit: R1500**

You can elect to perform for the **full period** of the Festival. This means you will need to be in Grahamstown for 16 days and your production can be scheduled for a maximum of 15 performances

### **OPTION 2 – Scheduling deposit: R1 000**

You can request performances **between 20 June and 27 July** only (the first week of the Festival)

### **OPTION 3 – Scheduling deposit: R1 000**

You can request performances **between 28 June and 4 July** only (the second week of the Festival)

The Registration Fee and Scheduling Deposit **MUST** be paid on registration on or before **15 January**. *Please note that the Festival Office **cannot and will not** schedule productions that have not paid their initial fees at the insistence of, or under duress from, any organisation, institution, business or corporate entity.*

### **VENUE RENTAL**

You will be invoiced for the venue rental in March once your venue and performance schedule have been finalised. Final date for payment will be advised. Failure to pay the venue rental by the final date will result in the **cancellation** of the production and the group/company/individual will **forfeit** all monies paid to the Festival Office for the registration of their production, including the scheduling deposit.

### **OPTIONAL EXTRAS**

- Piano Hire – R200 for duration of production
- Festival programme (large format adverts) (see page 21)

**You may pay by cheque, direct deposit or electronic transfer (internet).**

**Cheques** should be made payable to: National Arts Festival Grahamstown

Our **banking details** for electronic transfer or direct deposit are:

Account Name:	National Arts Festival Grahamstown
Bank:	Standard Bank, Grahamstown
Branch Code:	05-09-17
Account Number:	08 198 7536
Swift Code:	SBZAJJ (for international payments only)
Reference:	<b>TITLE OF YOUR FRINGE PRODUCTION</b>

**Proof of any payment** made directly into our account **must** be faxed to us on 046 622 3082 or posted/emailed with your registration forms. Please write **the title of your production as a reference on your deposit slip** and make sure that your fax includes your name and production title. Please note that it is very difficult for us to identify who has deposited money into our account and the **onus is on you to provide us with proof of payment**. If we don't receive a fax or other form of proof from you, your production may not be credited with the relevant amount and this could result in it not being scheduled.

## **VAT AND THE FRINGE**

All prices quoted are inclusive of Value Added Tax (VAT). In line with new legislation, invoices issued by the Festival Office must reflect both our VAT number and yours (if applicable). If you are a VAT Vendor and require an invoice in order to claim VAT, please submit your VAT Registration Number on page 1 of the Registration Form (Q6)

## **PAYMENTS FROM INTERNATIONAL ARTISTS**

When making payments from any country other than South Africa, please make sure that you pay the full amount due, **as well as any bank charges that are incurred** for the transaction. Please note that the Festival Office is charged a handling fee for any foreign currency deposited into the Festival bank account. When depositing foreign exchange please ensure that you add **R120** to cover this fee. For more details on international participation, please see page 28.

## **CANCELLATIONS AND “NO-SHOWS”**

Please note that the Fringe Office and Festival Committee do not take the non-arrival of performance companies lightly. The impact on the Festival and, in particular, on the Fringe is enormous. Consequences affect the entire infrastructure of the Fringe from finances to staffing as well as prejudicing future attendance at ALL Fringe shows. We urge you to think and budget very carefully before committing to performances in Grahamstown – whilst it is an unrivalled theatre experience, it is also costly and performers need to consider all angles **before** registering a production.

- The final date for cancellation of any production is **8 February 2010**. Productions cancelled prior to this will be refunded their scheduling deposit but not the registration fee. ***Cancellations must be made in writing.***

- Companies/groups/individuals who cancel productions **after 8 February 2010** will forfeit all monies paid to the Festival Office and may be held liable for venue rental if we are unable to schedule another production in the performance slots prior to the printing of the Booking Kit.
- Productions from companies/groups/individuals who fail to pay the balance of venue rental by the due date will be **summarily cancelled** and the company/group/individual will forfeit all monies paid to the Festival Office for the registration of the production, and will be held liable for the outstanding balance of venue hire.
- Companies/groups/individuals that simply **fail to arrive** at the Festival, and/or fail to notify the Fringe Office **in writing** of their non-participation, will be excluded from participation in the Festival for a period of three to five years and will be liable for all costs incurred for their production.
- **Registration fees (R650) are not refundable.**

**Extenuating circumstance can, and do, occur and, if this is the case, please contact the Fringe Manager to discuss the situation.**

## **COMPLETION OF THE REGISTRATION FORM**

The Registration Form **MUST be completed in full**. *Keep this booklet open when you fill in the form, sections here follow the same sequence of those in the form* – contact [fringe@nationalartsfestival.co.za](mailto:fringe@nationalartsfestival.co.za) for assistance.

### **QUESTIONS 1 – 6 – PRESENTING COMPANY DETAILS**

- **PLEASE PRINT CLEARLY** especially telephone numbers and email addresses.
- Make sure that all **cell phone numbers** you provide **are current** and let us know if any numbers change – we will be using sms-messaging to provide info to artists so it's important we have the correct numbers.
- If you supply an **email address, check your mailbox frequently** and ensure that your mailbox has sufficient space to receive incoming mail.
- If you do not have an email address, you **MUST supply a fax number** Please contact the Fringe Manager if you are unable to access either an email or fax to make alternate arrangements.
- Question 5.2 – Technical Manger details – ***please note that the Festival will no longer provide technicians to run Fringe shows*** – you are expected to bring your own technician with you. The Festival will supply **assistants / operators** who will be able to operate the sound desks and

lighting boards but they are ***not expected to learn and run the cues for your show***. Make sure the technician you bring with you knows and has worked on your show prior to coming to Grahamstown.

- Make sure that the **bank details you supply are correct**. Your box office earnings will be paid into your account as well as any refunds due to you. The onus is on you to ensure that the National Arts Festival has the correct payment details. Where payment is made into an incorrect account number, you will have to retrieve such payment.

### **Box Office Earnings:**

Payment of Box Office earnings will be made by **direct deposit**. If you require payment by cheque, a **R50 levy** will be deducted from your earnings to cover the bank charges incurred by us for issuing the cheque. Cash payments will only be made to artists from outside South Africa or on special request made to the Festival Director.

Please note the following:

- Box Office takings, less commissions and charges, will be paid to Fringe participants within 7 working days following **the conclusion of the FESTIVAL**.
- Immediately after signing in at the Fringe office, authorised representatives must make an appointment with the Festival Finance Office to check payment details and discuss any queries you may have with your account/statement.
- Cash payments up to a maximum of R1 000 can be made to the authorised representative **on application** but only on authorisation from the Fringe Manager, the balance will be paid by direct deposit.
- Cheque payments can take up to two weeks to clear and will only be made on application. Cheque payments will incur a R50 levy.
- Payments to artists from outside South Africa – please see page 28
- No advance payments will be made to any performer or group.

Your production will be issued with a complete statement of income and expenses that includes all ticket sales, charges, levies etc. The onus is on you to collect your statement of account the day after your final performance, check it, and discuss any queries you may have with the Finance Office. The Finance Office is located in the Monument building and is open from 08:00 to 18:00.

Please bring your Artist's Card (issued to you when you sign in at the Fringe Office) and valid identification with you. Any uncollected statements will be posted to you by mid-August.

## QUESTION 7 – FUNDING & THE FRINGE

We do not guarantee that your production will cover its overheads in coming to Grahamstown. While we attempt to keep our participation costs as realistic and reasonable as possible, we have no control over the cost of accommodation and transport. We encourage you to raise funds to help subsidise these and other costs your production will incur.

**All fees must be paid** and relevant deadlines met by the artist, company or group **PRIOR TO ANY PRODUCTION BEING SCHEDULED**. *Only productions that have paid the registration fee AND scheduling deposit will be considered as fully registered on the Fringe and scheduled*. All productions that submit applications without payment will be placed on a waiting list.

The following organisations assist South African artists with funding:

- The National Arts Council (**NAC**) requires that you complete an official application and provide a budget and motivation.  
**Website:** [www.nac.org.za](http://www.nac.org.za)      **Email:** info@nac.org.za  
**Tel:** (011) 838 1383      **Fax:** (011) 838 6363
- Business Arts South Africa (**BASA**) has a matching grant scheme. If you have managed to raise funds from a business, you may apply to BASA for a matching grant.  
**Website:** [www.basa.co.za](http://www.basa.co.za)      **Email:** info@basa.co.za  
**Tel:** (011) 832 3000      **Fax:** (011) 832 3040
- The Arts and Culture Trust (**ACT**) funds various arts projects. They require that you meet certain criteria, complete an official application form and include a budget.  
**Website:** [www.act.org.za](http://www.act.org.za)      **Email:** info@act.org.za  
**Tel:** (011) 802 7646      **Fax:** (011) 802 1817

These are some of the organisations that assist artists in South Africa with funding, but we urge you also to consider applying for corporate or commercial sponsorship as well. All these organisations have **specific dates** by which funding applications must be lodged. If your participation in the Festival depends on a successful funding application, make your application timeously to ensure you are able to meet our deadlines. Companies from abroad should apply to their embassies and cultural organisations for assistance.

## **BUDGETING**

We urge you to work out a budget for your production BEFORE registering to participate on the Fringe – see the budget sheet at the back of this booklet, which lists some of the factors you need to take into account. You can download an electronic budget calculator from [www.nationalartsfestival.co.za/fringe](http://www.nationalartsfestival.co.za/fringe) or request an emailed version, [fringe@nationalartsfestival.co.za](mailto:fringe@nationalartsfestival.co.za) (MS Excel spreadsheet with formulae).

## **QUESTIONS 8 TO 11 – PRESENTATION DETAILS & COMPANY DEMOGRAPHICS**

8. Selection of a discipline and style of your presentation needs careful consideration. The Festival publications are divided into discipline categories, some of which may also be further sub-divided in order to make choice selection easier for Festival patrons. **Please choose ONE discipline and ONE style only!**
  
9. **Performing Rights Licenses** – The onus is on you to ascertain whether you require performing rights for the script and/or any music you will be using in your production. Contact SAMRO / DALRO or check out their website for more information regarding your obligations.  
[www.samro.org.za](http://www.samro.org.za) / Tel: 011 489 5000 / [licensing@samro.org.za](mailto:licensing@samro.org.za)  
[www.dalro.co.za](http://www.dalro.co.za) / Tel: 011 489 5064 / [dalro@dalro.co.za](mailto:dalro@dalro.co.za)
  
10. **Cast numbers, technicians, travelling party** – Please provide as accurate information on the numbers in your cast and crew as possible. Cast numbers, in particular, are important – we use this info to help determine an appropriate venue for your production.
  
11. **Demographics** – We are required by our funders to provide demographic information on all Festival participants, and appreciate your completion of this section.

## QUESTIONS 12 TO 21 – TECHNICAL DETAILS

This section deals with your technical and venue requirements. Please give us a clear picture of your needs so that we are able to assign your production to a suitable venue.

Take the time to **answer ALL the questions as accurately as possible** – and include any details you think we might need to know. **Please read the notes on the following pages carefully before filling in this section of the Form.**

12. **DURATION** – We urge you to consider your show’s running time very carefully – if you are unsure estimate high rather than low but be realistic; we’ve had groups tell us their shows were 20-30 minutes longer than they actually were. ***Note that the running time you submit here will be used to advertise your show therefore it needs to be as accurate as possible and adhered to throughout all performances.***
- Consider the implications of submitting an inaccurate duration ...***too short*** and patrons will feel cheated ... ***too long*** and your production could cause the entire venue’s schedule to over-run.
  - For logistical reasons, we will only schedule Fringe shows that are **longer than 70 minutes on special request** from a company, and pending availability of a suitable venue. Shows that run for longer than 70 minutes will attract additional venue hire.
  - While we do not wish to be prescriptive regarding production durations, it is preferable from both the scheduling perspective and that of the audiences that productions run between 55 and 60 minutes.

***NB: It is imperative that all Festival performances start on time. Any performance that does NOT start on time will be fined 10% of their ticket sales for that performance. Audiences will be allowed to enter venues 10 minutes prior to the advertised starting time regardless of whether the performers or technicians are ready. Venue Managers are authorised to close down any performance that over-runs its allocated time period.***

13. **PERFORMANCE AREA:** Don’t just guess your space needs – measure it out BEFORE filling this in!

14. **SEATING CAPACITY:** Be realistic here – an intimate piece NEEDS an intimate theatre – it’s better to sell out a small venue than play to a half empty house!
15. **SETS & PROPS:** Remember to attach a list of large props or intricate sets – this info is vital for scheduling purposes. You may submit stage drawings as well if you think this will assist in venue allocation.

***NB: The Festival Office does NOT hire or provide any furniture, costumes, props or other incidentals. You need to bring your own or organise the hiring of any props, furniture, sets or costumes BEFORE you come to Grahamstown.***

16. **PIANOS:** Only upright pianos are available (except, where possible, for classical recitals) – if you require a piano you will be charged a once-off fee of R200 to augment the cost of moving and tuning the pianos.
17. **PROJECTORS:** The Festival Office does NOT supply projectors and screens. We can assist you to hire the required equipment and will, where possible, schedule productions that require projectors into one venue in order that the cost of hiring a projector can be shared between productions.
18. **SOUND:** The sound equipment that we supply is adequate for effects, incidental and backing music, voice-overs, etc. If you require a cassette, CD or DVD player and have not requested one, **please do not presume one will be available** – bring your own or consult the Technical Manager no later than 15 March 2010.  
***If music is substantial to your presentation and you have not elected to be scheduled into the informal music venue, please note the following:***
  - *Productions using live backing bands must provide their own back-line, sound equipment and engineer; no microphones or stands are provided; and some sound desks do not have phantom power*
19. **SPECIAL EFFECTS:** We are required by law to warn audiences that certain special effects are used in a performance, and also, in some cases, to obtain safety certificates and/or permission. These include sudden and/or explosive noise, strobe lighting, smoke, open flame and

other special effects which may alarm, provoke or cause harm to audiences. Should any production **FAIL TO ALERT** the Festival about the use of such effects, the Festival will be forced to pull the production. Please indicate the use of any such effects and, if you are unsure, please contact the Festival Office for clarification.

20. **TECHNICAL DESCRIPTION:** We ask that you supply a brief summary of your production from a **technical** point of view. We need to know anything that is out of the ordinary technically or spatially about your production, i.e. you may need dance mats, you may be bringing a cyclorama, you might need high elevation, your play may depend on front projection, etc. Any information on the tech aspect of your show that you can supply will assist enormously in allocating to you the best possible venue.

**LIGHTING:** Venues are equipped with basic fixed lighting rigs. Depending on the venue, the lighting rig will have a certain number of “specials” which you may refocus and gel according to your needs. **You may not alter or refocus the general lighting rig and you must supply your own gels.** You may bring additional lighting to augment the basic rig. This will be exclusively for the use and cost of your production and may be used provided that:

- *The equipment is in good repair.*
- *You do not overload the lighting desks. (Check capacity in advance with the Technical Manager.)*
- *The equipment stays in place for the duration of your production’s run and is dismantled at a time suitable to the venue schedule and technical staff.*

**Please visit [www.nationalartsfestival.co.za/fringe](http://www.nationalartsfestival.co.za/fringe) to look at the technical specs for the venues. These specs are subject to change but will give you a good idea of what you can and cannot expect to be made available to you in the various venues.**

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## **QUESTION 21 – VENUES**

Grahamstown’s venues are converted school, church and community halls. Many do not have storage space, dressing rooms or large back stage areas, etc. Your production will NOT be playing in the Theatre Royale by any manner of means! Be prepared to be flexible, innovative and accommodating! The staging of Fringe

productions is subject to strict schedules and procedures. Please read the info on pages 9 to 15 carefully and ensure that your cast and technician are conversant with these details. On page 13 you will find a list of venues usually made available to Fringe productions. It is **not** a comprehensive list, but is included to give you an idea of the size of venues available, and the cost factors.

**SET-UP AND STRIKE** – Fringe shows are given 40 minutes to set up and a 10-minute strike – this is *not negotiable* and the smooth running of any venue depends on it so **make sure** your set is portable and easy to put up and dismantle. **NOTE: Auditorium doors will be opened to the audience 10 minutes prior to the advertised starting time.** Venue Managers have been authorised to open doors 10-minutes prior **regardless of whether artists / technicians are ready or not.**

**REHEARSALS** – Do not expect extensive rehearsal and set-up time. Fringe productions receive a *2-hour rehearsal* before their first performance. **This must be used as a CUE-TO-CUE rehearsal only** – PLEASE don't come to Grahamstown expecting to do a full rehearsal!

**TECHNICIANS** – You are expected to bring your **own technician** with you to run your production. The Festival provides stage assistants and operators that will be able to **operate** the lighting boards and sound desks but they are not expected to **run** your show. **Bring your own technician, who knows your show and has worked on it, with you.** Please make sure your technician is in contact with the Festival Technical Manager regarding venue specs, equipment etc. Email: [festtech@foundation.org.za](mailto:festtech@foundation.org.za) / Tel: 046 603 1103

**SETS** – **Your set must be portable and of a simple design.** Please understand that you will be sharing the venue and its facilities with other production companies and we urge you to cooperate with these companies and our staff to ensure that the venue runs as smoothly as possible and that performances start at scheduled times. **Sets must be free standing.** No nails, screws or other damaging objects may be used on floors or walls to fix sets in place.

**STORAGE SPACE** – Fringe venues are created especially for the Festival. The majority of venues have limited storage and dressing room space. If you need storage space, please organise this **before** your arrival in Grahamstown.

## FRINGE VENUES:

Venue	Main use	Seating capacity	Seating type	Performance area	Approximate cost per hour
B2 Arena	Theatre	120	Raked	5.4 x 3.6m	R 250
Bots Marquee	Indigenous dance / music	100	Raked	5.5 x 5.8m	R 240
Bowling Club	Comedy / Music	250	Flat	7 x 4.5m	R 320
Commem Church / Rhodes Chapel	Classical music recitals / choirs	250+	Flat	Various	R 250
Centenary Hall	Dance	300	Raked	10 x 8m	R 500
City Hall	Dance / Music Theatre	240	Raked	12 x 8m	R 490
Dicks	Theatre	100	Flat	7.2 x 3.6m	R 250
Drill Hall	Comedy	200	Raked	8 x 6m	R 400
Glennie Hall	Theatre / Physical Theatre	220	Raked	8 x 7.5m	R 420
Glennie Fest Centre	Theatre / Physical Theatre	100	Flat (moveable)	6 x 4m	R 240
Graham Hotel	Music	150	Flat	4 x 4m	R 250
Gymnasium	Theatre	159	Raked	8 x 5m	R 420
Highlander	Theatre / Cabaret	100	Raked	6 x 6m	R 250
Kinetics	Theatre / Music Theatre	150	Raked	8 x 7m	R 270
Kingswood Theatre	Theatre / Music Theatre	255	Pros Arch - Raked	12 x 9m	R 440
Library Hall	Theatre / Comedy	100	Flat	8 x 3.2m	R 250
Masonic Halls	Theatre (1- or 2-handers only)	100	Raked	6 x 4.5m	R 250
Memory Hall	Children's Theatre	250	Half-raked	6 x 6m	R 250
NG Kerk Hall	Theatre / Music Theatre	120	Raked	6 x 6m	R 250
PJ's	Theatre / Physical Theatre	226	Raked	13.5 x 7.4m	R 450
Scout Hall	Comedy	220	Raked	7.5 x 3.1m	R 260
St Andrew's Hall	Theatre	272	Raked	8 x 6m	R 460
Vicky's	Theatre	100	Raked	6 x 6m	R 250

Tech specs & drawings of all venues can be viewed at:

[www.nationalartsfestival.co.za/fringe](http://www.nationalartsfestival.co.za/fringe)

**EQUIPMENT HIRE:** A number of specialist sound and lighting companies attend the Festival and you will be able to hire or purchase equipment from them in Grahamstown. **You will be responsible for dealing with and paying these companies** – the Festival and its staff takes no responsibility for any deal you make with an outside company. If you are bringing or hiring any additional sound/lighting/special effects equipment, you **MUST** notify the Technical Manager and give **FULL DETAILS** of such equipment **before 15 March 2010**.

**INSURANCE:** It is your responsibility to insure the equipment, sets, props, costumes, and personal belongings you bring with you. In the past, we have unfortunately had occurrences of theft from dressing rooms and venues – if your dressing room does not lock, keep your possessions with you. **The Festival Office does not take any responsibility for any loss you may incur during the Festival.** Ensure that you bring duplicate CDs of sound effects and music you use in your production – if your CD is stolen or misplaced at least you will be able to continue with the show.

*We urge you to be vigilant and to exercise care when storing and / or using equipment (including personal belongings, costumes, props, etc) in your venue. Do not leave valuables unattended or in the public eye. Ensure that your things are safely locked away after performances, or take them with you if there is no storage.*

**LIABILITY:** The National Arts Festival, its directors, officials, agents or employees shall not be liable to any Fringe participant for any loss, injury, damage or expense of whatsoever nature and howsoever caused which may be suffered by such Fringe participant arising from or during the Fringe participant's involvement in the National Arts Festival Fringe. You are responsible for the payment of royalties, all expenses incurred and all persons that you have undertaken to remunerate. The Festival is not bound by any other agreement that you have made or might make outside the terms of this document. The National Arts Festival covers Public Liability.

**TECHNICAL QUESTIONNAIRE:** You will receive a technical questionnaire together with your performance schedule. Please fill in the form with as much detail as possible and return **by no later than 15 March 2010**.

## QUESTIONS 22-24 – SCHEDULING DETAIL / PERFORMANCE DATES

For the 2010 Festival artists may choose one of three options in terms of the dates they would like to perform.

**OPTION 1** – Full period: 20 June – 4 July (16 days) – **Scheduling deposit R1 500**

**OPTION 2** – First week: 20 – 27 June (8 days – max 8 performances) **R1 000**

**OPTION 3** – Second week: 28 June – 4 July (8 days – max 8 performances) **R1 000**

While we can (and will) accommodate some spill-over between options 2 and 3, we have ‘split’ the Festival dates for a number of reasons, the most compelling being the expenses artists will incur. The Festival Office will do its utmost to accommodate the number of performances that you request, and will try to accommodate any preferences indicated, **but cannot guarantee that this will be possible.**

- All productions will be required to be in Grahamstown a full 24 hours BEFORE their first scheduled performance. Therefore artists requesting option 1 must be in Grahamstown for 16 nights.
- We cannot guarantee that we can schedule more than one performance on a day.
- **Please note that the scheduling deposit for the full period (option 1) is R1 500 while for the shorter periods the deposit is R1 000. The deposit is off-set against your venue rental. PRODUCTIONS WILL ONLY BE SCHEDULED ON RECEIPT OF THE RELEVANT SCHEDULING DEPOSIT ON REGISTRATION (15 Jan). PRODUCTIONS THAT DO NOT PAY TIMEOUSLY WILL BE PLACED ON A WAITING LIST.**

## QUESTION 25 – OTHER PRODUCTIONS

Please note the following restrictions and consult with **ALL** your cast and crew when completing this section:

- *A company may register a maximum of **THREE** productions.*
- *No artists in any one production may participate in more than **ONE** other production requiring scheduling on the **same** days.*
- Where cast and/or crew are participating in more than one Festival production, this does affect scheduling, specifically in relation to times and number of performances.

*Please be absolutely sure of any overlap between your presentation and any other Festival event – it has a huge impact on the scheduling process and once the schedule has been finalised it cannot be changed.*

### **QUESTION 26 – INDEPENDENTLY HIRED VENUES**

Please complete this section of the form only if you will be hiring a venue **independently** i.e. not through the Festival Office. Remember to submit a Fire Safety Certificate and your **FINALISED** performance schedule **before 8 February 2010** – we will not load ticket sales onto the Computicket system without confirmation of the venue capacity from the Fire Department.

### **QUESTION 27 – FESTIVAL OUTREACH & ARTS ENCOUNTER PROJECTS**

**The Festival OutReach Project** organises performances in Grahamstown’s hospitals, prison, clinics, old-age homes, and shelters. We ask Fringe participants to volunteer for these performances – dance, music and children’s theatre are the most suitable types of productions. If you would like to participate in the project, you will be assigned a provisional OutReach performance once the Fringe schedule has been finalised. Transport will be arranged for your trip to and from the institution (if required).

**The Arts Encounter Project** aims to enable local disadvantaged school, community, church and theatre groups, to experience the Festival to its fullest. The Festival sponsors make tickets available for Main performances, and we ask Fringe participants to also donate tickets to the project. These tickets are distributed free of charge to groups on receipt of an official application. If you would like to be part of this project, please indicate how many tickets you wish to make available. The Festival Office will draw these tickets against ONE of your performances only. Since the groups that receive Arts Encounter tickets are generally large groups, we allocate at least 10 tickets to any one performance. **No charges are levied on Arts Encounter tickets. It is not compulsory to donate tickets to the Arts Encounter Project.**

### **QUESTION 28 – TICKET PRICES**

You are required to determine the ticket price for your production. Fringe tickets usually range between R15 and R60 and must be rounded off to the nearest Rand. Try to keep the ticket price as reasonable as possible.

Keep in mind that the following deductions (inclusive of VAT) are made on each ticket sold (including door sales) – see the example below for calculating ticket prices, commissions and service charges.

- *Computicket Service Charge – R2.50*
- *Organiser’s Commission – 10%*
- *Computicket Commission – 8.5%*

Example of a ticket sold @ R40, with discounts:

	<b>FULL</b>	<b>FRIEND of FEST</b>	<b>STUDENT</b>
Ticket price	R 40.00	R 38.00	R 35.00
Service Charge	– R 2.50	– R 2.50	– R 2.50
<b>SUB-TOTAL</b>	<b>R 37.50</b>	<b>R 35.50</b>	<b>R 32.50</b>
8.5% Comm (CKT)	– R 3.19	– R 3.02	– R 2.76
10 % Comm (NAF)	– R 3.75	– R 3.55	– R 3.25
<b>ARTIST RECEIVES</b>	<b>R 30.56</b>	<b>R 28.93</b>	<b>R 26.49</b>

#### **DISCOUNT OPTIONS:**

Fringe artists can offer discounted tickets to their productions. These are voluntary and you may choose to offer all, some or none of the discounts.

- **First performance discount** *Since attendance at many productions in Grahamstown depends on “word-of-mouth” we have introduced this discount option to increase attendance at the **first performance** of Fringe shows.*
- **Friends of the Festival / Fringe performer discounts** *(Fringe performers automatically become Friends of the Festival and are entitled to tickets at the discounted members’ price where such discounts are offered. These tickets can **only be booked in Grahamstown** on production of a valid Artist’s Card (issued to you when you sign in at the Fringe Office).*
- **Student discounts** *(on production of a valid student card / proof of identity if a scholar)*
- **Block bookings** *(bookings of 10 seats or more to any one performance)*

#### **DISCOUNT RECOMMENDATIONS:**

- Where the full price of a ticket is R20 – R35, we recommend a discount of R2 to R5 for friends’ / block booking tickets and between R4 and R8 discount for student bookings.

- For full price tickets of above R35, we recommend friends' / block booking discounts of R5 to R8 and a students' discount of between R6 and R10.
- First performance discounts – 25% to 50% off the full price.

**NB: All discounts are voluntary.**

### **QUESTION 29 – COMPLIMENTARY TICKETS**

All comps drawn against your show will attract a 'printing charge' of R1.25 per ticket – **except** Arts Encounter Tickets which are exempt from printing charges.

**Performer's Complimentary Tickets:** The authorised representative of every Fringe production receives an Artist's Card when they sign in at the Fringe Office in Grahamstown. This card entitles the holder to draw printouts on the sales status of their performances as well as draw complimentary tickets to their production. **A service fee of R1.25 will be charged for every Performer's Complimentary issued.**

**Media Complimentary Tickets:** The performer / company determines the number of media complimentary tickets that the Festival Office may draw. These tickets will only be drawn for the media on application. Media tickets are allocated to *bona fide* members of the press who have applied for, and obtained, media accreditation through the Festival Media Office. Each representative is entitled to **one ticket only per production**. These journalists represent regional, national and international print and electronic media.

**Cue Clip Comps:** CUE is a daily newspaper produced during the Festival by Rhodes University's Department of Journalism and Media Studies. The Arts Editor is a professional freelance arts journalist. CUE Newspaper requests one ticket to the **first** performance of every production for their Cue Clip one-liner reviews.

### **QUESTIONS 30-33 – BOOKING KIT, PROGRAMME & INTERNET ADVERTISING**

The information you submit on this form will be the basis of the advance publicity that your production receives through the Festival Office. Make sure that the information you supply in Questions 30 to 33 is correct and *accurate*.

### Question 30 – Production Details

- If cast names etc. are not yet finalised please indicate TBC (to be confirmed) in the space allotted BUT **ensure that all outstanding information reaches the Fringe Office by 8 February 2010**, otherwise it will not be included in the advance Booking Kit.
- **If you are filling your form in by hand**, please print clearly – there is nothing worse than finally seeing your name in print when it’s incorrectly spelt!
- **Age recommendations and restrictions:** If your production uses profane language / images/actions that are likely to offend younger audiences, their parents, religious groups, sensitive viewers etc., please ensure that you apply an *appropriate* age restriction / recommendation. The Festival Office has an obligation to Festival patrons to give sound advice in publications regarding all productions. Anyhow, it is better to give a realistic assessment of your production at the outset than to have unhappy patrons who in the future will not attend your productions.

### Question 31 – Booking Kit Description

It is vitally important to consider **carefully** the wording you use for your production’s description. Festival patrons will base their advance ticket purchasing decisions on the information you give them in the Booking Kit. Consult with your cast as to the best description of your production – don’t simply write any old thing down – this could help make or break your Fringe experience. Your description should be concise and accurate while at the same time eliciting interest from would-be punters. Here are some tips:

- *Before you start decide what the selling point of your production is and then work from there i.e. ask yourself why people should see your show, what makes it special?*
- *Don’t give a boring précis of the story – rather tantalize readers with a brief glimpse of the crux of the presentation’s storyline.*
- *Use descriptive adjectives accurately but evocatively and avoid clichés and tired phrases.*
- *Get everyone involved in writing the description.*
- *Don’t mislead audiences in your description – it is better that your audience is prepared for what they are going to see rather than facing a riot of angry moms or bewildered teenagers!*

- *You are welcome to use quotes from media reviews etc. but acknowledge the author and the publication from which they are taken.*
- *Short and sharp is good – Remember, this is your opportunity to sell your show – use it wisely!*

### **Question 32 – Programme Advertising**

The programme contains information on all Festival productions. Fringe participants are allotted a black and white, 64mm x 84mm block to advertise their production. Six Fringe adverts are placed on a page and you need to give careful consideration to your advert to ensure that it features prominently. You may choose either:

**OPTION 1:** *To advertise in a **text block** where we will typeset the Booking Kit description and relevant info on your behalf – no images will be used*

**OR**

**OPTION 2:** *To design and typeset your **advert**, in which case you may use an image – deadline 15 February 2010*

**OPTION 1** – We require only the information you submit in the Registration Form. Ensure that you have answered all questions and that you submit any outstanding info on cast names etc. by no later than **8 February 2010**.

**OPTION 2** – If you would like to use an image or create your own advert you need to send a **JPEG** image saved at a **minimum** of 300dpi or a high quality **PDF** file. Do not send bromides, photo-stats, laser-prints, litho-positives etc. *Please note our server does not have a problem downloading big files.*

**DUE DATE FOR ARTWORK: 15 February 2010**

***A text block will be used to advertise your production if your artwork is not received by the due date.***

Your artwork **MUST** contain all text and include the following:

- Title of production
- Production company or presenting artist
- Names of featured artist/s
- Name of director / choreographer
- Brief description of the presentation

Remember that however great your picture is, if you don't include this information patrons won't book for it. A picture is worth a thousand words but **not** if it doesn't state what the production is about, who's in it, who's directing etc. These are the real selling points of your productions so *don't leave them out!*

The Festival Office will insert venue and scheduling details alongside your artwork as well as status, language, age restriction, duration, and ticket prices

Your artwork must fit into a block that is **64mm wide by 84mm** high.

- Remember to save your advert at a MINIMUM of 300dpi (JPG / PDF)
- Please ensure that the quality of the image you use is high – for example don't use an image from a newspaper or magazine

**NB: We cannot be held responsible for the final quality of advertisements**

**NB: The Festival Office reserves the right to edit, amend, or not use unsuitable artwork**

For examples of adverts and some tips and advice, please visit the Festival's website [www.nationalartsfestival.co.za/fringe](http://www.nationalartsfestival.co.za/fringe)

### **QUESTION 33 – INTERNET ADVERTISING**

All Fringe productions and exhibitions are advertised on the Festival's website i.e. the info published in the Booking Kit is listed, together with schedules, venues etc. **Additional** website advertising gives you the option of adding photographs and text to the listing advertising your production. Here you can expand on your 50-word description, include previous work, cast bios etc. Your advert may include a **maximum of 400 words (text) and 4 pictures / photos / images**. Please note that we reserve the right to edit all submitted text. If your images / text are not suitable for inclusion on our site, they will not be used.

### **QUESTION 34 – LARGE FORMAT ADVERTISING**

The Registration Fee you pay covers the 64 x 84mm advert block which all Fringe productions and exhibitions receive. **ADDITIONAL** advertising space in the Fringe section in the programme (black and white only) can be purchased by registered Fringe participants at specially discounted rates. The artwork for this advertising must be completely to size and **must** be sent electronically via email to reach us

no later than **15 March 2010**. In order to book additional advertising space, we require payment **by 28 February 2010**.

**NB: Minimum resolution for these larger adverts is 300dpi – adverts saved at 800dpi and above are preferable and will ensure crisp reproduction.**

There are five sizes to choose from (black & white only):

- |                 |                      |        |
|-----------------|----------------------|--------|
| • 185mm x 84mm  | Horizontal column    | R1 500 |
| • 84mm x 185mm  | Mini vertical column | R1 500 |
| • 84mm x 262mm  | Full vertical column | R2 200 |
| • 185mm x 172mm | 2/3 page             | R3 000 |
| • 268mm x 179mm | Full page            | R4 500 |

## **PUBLICITY INFO & MATERIALS**

The Festival Media Office carries out the vital task of publicising Festival events. It is impossible to give Fringe productions individual coverage but information on your production may be included in general Festival releases, if suitable material is provided to us. The earlier you send publicity material and photographs, the more likely they will be used in Festival press releases. All material you supply, regardless of when you send it to us, will be sent to the Festival Media Liaison Office, which distributes information to the media on request. The Festival Office does not **guarantee** media coverage and we urge you to generate your own publicity.

Find an angle, get out there and get people talking about your show: contact your local and regional newspapers and radio stations; send press releases/articles/stories to email distribution lists and ask friends to pass them on; plan your campaign around specific dates pertinent to the Fringe, e.g. the distribution of the Booking Kit, opening of ticket sales at Computicket etc.; design eye-catching posters / flyers or create a gimmick that represents your show in a fun or funky way. BUT make sure the product you are 'selling' is good – don't spend too much time on marketing and neglect the rehearsals!

***In all promotional and advertising material (i.e. posters, flyers etc.), whether issued by participants in the production or by sponsors, the Festival logo must feature prominently. Should you obtain any sponsors, please draw this to their attention. Download the logo and branding guidelines from [www.nationalartfestival.co.za/branding](http://www.nationalartfestival.co.za/branding) or email [fringe@nationalartfestival.co.za](mailto:fringe@nationalartfestival.co.za)***

## OPTIONS FOR SUBMITTING MEDIA INFO:

1. **Emailed Info** – You may submit your press release plus captioned photographs by email to [fringe@nationalartsfestival.co.za](mailto:fringe@nationalartsfestival.co.za) (please ensure that you include the production title in the email).
2. **Hard Copies** – For those of you who do not have access to email or internet facilities, please post your media information to the Fringe Office, National Arts Festival, P O Box 304, Grahamstown 6140

### Types of promotional material you may send:

- **Press releases:** When submitting a description of your production for media purposes, do not simply regurgitate your Booking Kit description – here you can expand on themes; mention the actors involved, the author/s and the director/choreographer and past achievements; and (for music recitals) include information on your programme and which composers' works you will be presenting. This is where you can sell your production to the press and make **them** want to see, review, and talk about **your** presentation. We suggest you send 1 page of double-spaced typed information on your production, cast, director etc.
- **Reviews and/or quotes** should be photocopied or scanned in such a way that we can identify the writer and the name and date of the publication. Unverified quotations are of no value and will not be used.
- **All photographs** received by the Fringe Office are sent to our Media Office who will include them with relevant media releases or send them out to journalists on request. The old adage that a picture paints a thousand words holds true in the print media, and we urge you to send photographs of your production or of your cast in order to generate as much publicity as possible (good mock-ups are ideal – if your production is not yet in full rehearsal why not find a suitable venue, get into costumes and shoot some action shots!)

***Only striking, good quality black and white or colour photographs can be used. High resolution, emailed JPEG images are preferable (saved at a MINIMUM of 300dpi). Please note that the Festival Office cannot guarantee the return of photographs by newspapers and other publications.***

## ADVICE & TOOLS

Visit [www.nationalartsfestival.co.za/fringe](http://www.nationalartsfestival.co.za/fringe) for up-to-date info on the Fringe Festival, access to venue drawings, photographs and tech specs, downloads of branding guidelines, festival logo, budget calculator, etc., advice from Fringe performers and Fest Office staff, blogs, discussion forums, notice-boards and heaps more.

## THE FRINGE CONTRACT

The authorised representative is required to sign acceptance of the terms and conditions as laid out in this Booklet and the Registration Form. Before signing the contract, make sure you understand the commitment you are making and the obligations you are undertaking on behalf of your group or company. We require your signature of agreement to be either faxed or posted, so if you intend to email your registration form, please send page 8 only by fax to +27 (0)46 622 3082.

## GENERAL DETAILS ON FRINGE PARTICIPATION

### SUNDOWNER CONCERTS

The Festival Sundowner Concerts, held in the Fountain Foyer of the 1820 Settlers National Monument every evening from 17:00 to 18:00, are an excellent forum at which to publicise your production. Music, comedy and dance extracts of **maximum 7 minutes** are guaranteed a large captive audience every day. Please note that experience has shown that serious drama pieces do not go down well at Sundowner Concerts – light entertainment seems to have more appeal for these audiences. We respectfully suggest that companies presenting the more serious theatre pieces use the opportunity to pass out flyers and other publicity material rather than performing extracts from their productions. Performance slots are allocated on a first-come, first-served basis, and **can be booked once you have received final confirmation of your performance schedule**.

### THE VILLAGE GREEN OPEN STAGE

This stage operates between 9am and 5pm daily during the Village Green's trading hours. Fringe artists can book performance slots on this stage of approximately 20 minutes as soon as their performance schedule has been finalised.

***The Sundowner concerts and the Village Green open stage are family orientated gatherings – language / actions / visuals, which may offend younger or more sensitive viewers, cannot be included in presentations at these concerts. Any presentation that is deemed by the organisers unsuitable will be stopped mid-performance.***

To book performances at the Sundowner Concerts and the Village Green Open Stage, email [fringe@nationalartsfestival.co.za](mailto:fringe@nationalartsfestival.co.za)

**SUNDOWNER MC’S:** Should any actor / actress, stand-up comedian or presenter like to MC the Sundowner Concerts on one or more evenings during the Festival they should contact the Festival Office as soon as possible. This service would be on a volunteer basis and no remuneration from the Festival office is offered. It is, however, an opportunity to obtain a few minutes of advertising for your own production. MCs will be selected by the Festival Office and will be required to adhere to certain basic rules.

## **CUE MEDIA**

**CUE** is a daily newspaper produced during the Festival by Rhodes University’s Department of Journalism and Media Studies. The Arts Editor is a professional freelance arts journalist. All professional reviewers are requested to submit their reviews to CUE for publication, but do so of their own free will. The stories and/or reviews that they submit are those that they also submit to their respective publications i.e. *The Star*, *Cape Times* etc. Please note that there is no guarantee that CUE will use these stories or review your production. CUE is predominantly staffed by academics and final year students at Rhodes University. Please note that CUE also sells advertising space, and the Festival Office will provide the newspaper with contact details of all registered Fringe participants.

**CUE TV, CUE INTERACTIVE, CUE PIX, and CUE WIRE** all run as independent media agencies during the Festival although they fall under the Rhodes University’s Department of Journalism and Media Studies. *Cue TV* produces documentaries and programmes that are broadcast by national and international TV stations; *CuePix* operates as a photographic agency and their photos are published in CUE as well as national publications; *Cue Wire* runs a hard news service on the events around the Festival. The Festival Office will supply your contact details to all the above agencies.

## POSTERS

It is important to display imaginative **posters** to publicise your production. A poster needs to have visual appeal and be informative in order to be effective. The Fringe Office will undertake to send **10** of your posters to local hotels, venues, residences and shops who request posters to decorate their premises. Posters received by the Fringe Office will also be placed in the Monument Box Office, which is open to the public from mid-May. **Please note that you need to display most of your posters yourself on your arrival.** There are several young local people who are prepared to put up posters on behalf of Festival productions for a fee. Please call the Fringe Office for contact details – **note that any arrangements you make in this regard are between you and the person/s involved.** The Festival Office will not take any responsibility, or hold any liability, in the event that there is any dissatisfaction whatsoever by either party.

### POSTER ADVERTISING RESTRICTIONS:

- **The Festival logo MUST appear on all printed material advertising your production. The logo will be emailed to you on registration.**
- Products that cause damage to wall surfaces may not be used. e.g. **PLASTIC PACKAGING TAPE** and **WALLPAPER GLUE.**
- No more than 15 posters per production will be allowed in the Monument Building. Posters affixed to the Monument walls by means of plastic packaging tape and wallpaper glue will be removed and destroyed, and the perpetrators **fined.**
- No posters may be pasted / stuck on any plastered walls, inside and outside buildings or venues.
- No posters may be pasted on walls, hoardings, waste bins, street lighting columns, traffic lights and signage – municipal or private. Obtain permission from shopkeepers when putting posters on shop windows.
- No posters / flyers may be fixed to the floors of the Monument Building, pasted on the glass entrance to the Monument Box Office, or on any wooden surfaces in the Monument building.
- Posters suspended in the Village Green Booking Tent below a level of 2.5m will be removed.
- Posters / flyers suspended too low across the Fountain Foyer area will be removed (may impede Sundowner audience's view)
- **No corporate advertising** may be erected in the Monument Building without the written permission of the Festival Director.

**If any of the poster advertising restrictions are disregarded, members of the relevant productions will be prosecuted, or will have their box office takings frozen until such time that any damage to property is repaired to the satisfaction of the owner.**

**Remember** to send your posters (maximum of 10 per production) to the Fringe Office **before 4 June 2010** so we can place them in the box office and send them to venues prior to the start of the Festival.

**FLYERS and MARKETING “GIMMICKS”** are a popular and effective means of publicising your show. They also give you or members of your company the opportunity to meet the public and discuss your production, and promote an effective word-of-mouth campaign. Gimmicks that have become popular include postcards, matchboxes, bookmarks, balloons, caps, t-shirts, paper-weights, lollipops and beanies – to name but a few!

## **INTERNATIONAL PARTICIPANTS**

**Work Permits** – The Department of Home Affairs has waived the need for foreign artists to obtain work permits for participation in cultural festivals in South Africa. This concession is only applicable to artists participating in festivals for a period of not longer than 30 consecutive days. It is your responsibility to apply for and obtain visas, if applicable, from the South African Embassy in your country of residence.

**Payments** – When making payments from any country other than South Africa, please make sure that you pay the full amount due, as well as any **bank charges** that are incurred for the transaction. Please note that the Festival Office is charged a handling fee for any foreign currency deposited into the Festival Account. When depositing foreign exchange please ensure that you add **R120** to cover this fee.

**Tax** – All cast, crew and/or directorial members will be obliged to pay 15% tax on Festival earnings. Payment to non-South African productions will only be made once the relevant tax has been deducted by the Receiver of Revenue. Payment of Box Office earnings can be made to international artists in cash the day after their final performance **provided that all details required by the South African Revenue Service have been submitted**. Please ensure that you have completed FORM C.

**Visas** – All international performers and artists need to make visa enquiries from the South African embassies in their home countries **in good time**. In the past productions and exhibitions have had to be cancelled at the last minute due to the relevant visas not being issued timeously. Remember that if your production is cancelled after scheduling has commenced, you forfeit any monies you have paid for registration and venue hire, and will be held liable for any balances outstanding. The cut-off date for cancellation is **8 February**.

**We look forward to welcoming you to South Africa!**

## **TRAVEL**

You need to arrange your own transport to and from Grahamstown. The Festival operates a shuttle bus between Port Elizabeth and Grahamstown and you can book for this service through the Main Booking Kit. **If you intend to use this bus and are bringing equipment, sets, props etc. with you please make sure that you stipulate this when booking.** Where additional trailers etc. need to be brought in, in order to transport your equipment, you will be charged a levy to off-set the additional costs – please consult with the Festival Transport Manager if you are bringing additional luggage with you.

## **ACCOMMODATION**

You are responsible for arranging your own accommodation in Grahamstown. The Main Booking Kit, which is freely available from main Standard Bank branches and Computicket outlets, contains information on, and booking forms for, the various types of accommodation in Grahamstown. The following organisations will assist with your requirements and queries in this regard:

Makana	Tel: 046 622 3241	Fax: 046 622 3266
Tourism Office:	<a href="mailto:info@grahamstown.co.za">info@grahamstown.co.za</a>	<a href="http://www.grahamstown.co.za">www.grahamstown.co.za</a>

Rhodes University	Tel: 046 603 8177	Fax: 046 622 3659
Conference Centre	<a href="mailto:rufest@ru.ac.za">rufest@ru.ac.za</a>	<a href="http://www.ru.ac.za">www.ru.ac.za</a>

## SCHOOLS FESTIVALS

In 2010 Regional Festivals for Grade 11s and a National Festival for Grade 12s will be run by the Grahamstown Foundation's Arts Education Project in Cape Town, Grahamstown, Durban, Bloemfontein, Pretoria, Mafikeng and Secunda. New productions and workshop leaders are always needed to inspire and excite the youth. Brief outlines of workshops and/or production details including a summary of your play, duration, company size, cast list, technical needs, reviews, and a brief motivation outlining why you think it would be appropriate for a 17 to 19-year-old audience can be sent to Neville Engelbrecht, Director: Arts Education, PO Box 304, Grahamstown 6140

Tel: 046 603 1123 or Email: [schools.festival@foundation.org.za](mailto:schools.festival@foundation.org.za)

## CONCLUSION

This should be all the information you need to make your Fringe experience and your time in Grahamstown as enriching, stress-free and enjoyable as possible. If you have any queries or questions do not hesitate to contact us:

Fringe Manager: Kate Axe Davies  
Festival Director: Ismail Mahomed  
Technical Manager: Tony Groenewald


Tel: +27 (0)46 603 1103  
[fringe@nationalartsfestival.co.za](mailto:fringe@nationalartsfestival.co.za)

Fax: +27 (0)46 622 3082  
[www.nationalartsfestival.co.za/fringe](http://www.nationalartsfestival.co.za/fringe)

## DATES TO REMEMBER:

<b>January 15</b>	<b>Registration Deadline</b>
<b>February 8</b>	<b>Booking Kit Info due</b>
	<b>Final date for cancellations</b>
<b>February 15</b>	<b>Programme artwork</b>
	<b>Independent venues – Fire safety certificate</b>
<b>February 28</b>	<b>Final date for booking large format adverts</b>
<b>March 15</b>	<b>Due date for submission of technical questionnaire</b>
	<b>Due date for artwork for large format adverts</b>
<b>June 4</b>	<b>Final date for submission of posters</b>
<b>June 20 – July 4</b>	<b>2010 National Arts Festival Grahamstown</b>

## BUDGET CALCULATOR

VARIABLES (all prices include VAT) 				
A	Number of performances			Shows
B	Number of seats in venue (average = 130)			Seats
C	Average percentage audience expected			%
D	Average complimentary tickets per show			Comps
E	Ticket price			Rand
F	Venue rental per performance (R200 – 500)			Rand
G	Number of persons in travelling party			Persons
H	Transport cost (per person return)			Rand
I	Accommodation cost (per person per night)			Rand
J	Duration of stay			Nights
K	Subsistence / Food per person per day			Rand
POTENTIAL AUDIENCE AND INCOME STATISTICS				
L	Average audience per performance	C% of B		Persons
	Average income per performance	C% of B x E		Rand
M	Gross income after all shows	L x E x A		Rand
N	Total number of comps issued	D x A		Rand
EXPENSES OF GRAHAMSTOWN LEG OF PRODUCTION				
	Return transport to Grahamstown	G x H		Rand
	Accommodation	G x I x J		Rand
	S&T / Daily allowance	G x K x J		Rand
	Registration Fee		650.00	Rand
O	Scheduling Deposit	R1000 / R1500		Rand
	Venue Rental	(A x F) – O		Rand
	Extra advertising (if applicable)			Rand
	Internet advertising (if applicable)			Rand
	Piano Hire (if applicable)	R200		Rand
	Posters & publicity materials			Rand
P	Ticket Service Charge	L x A x R2.50		Rand
Q	Ticket commissions	18.5% of (M-P)		Rand
R	Complimentary ticket charge	N x R1.25		Rand
S	VAT @ 14% (if applicable)	14% of (M-P-R)		Rand
T	Total			Rand
INCOME LESS EXPENSES		M – T		Rand